

**CONSUMERS' BEHAVIOUR TOWARDS GENERAL INSURANCE
PRODUCT**

(A Study in Bhairahawa City)

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A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

in the partial fulfillment of the requirement for the

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Bhairahawa, Rupandehi

November, 2013

RECOMMENDATION

This is to certify that the Thesis

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CONSUMERS' BEHAVIOR TOWARDS GENERAL INSURANCE PRODUCT

(A Study in Bhairahawa City)

has been prepared, as approved by this Department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

Shankar Panthi
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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis

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and found the thesis to be original work of the student written according to the prescribed format. We recommend this thesis to be accepted as partial fulfillment of the requirement for

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Certificate of Authorship

I hereby declare that the work reported in this thesis study entitled “ **Consumers’ Behaviour Towards General Insurance Product**” (A Study in Bhairahawa City) submitted to the Office of the Dean, Faculty of Management, T.U. is my original work in the form of partial fulfillment of the requirements for the Degree of Master’s of Business Studies(MBS) under the supervision of Mr. Shankar Panthi, Bhairahawa Multiple Campus.

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Needless to say, the error is of human kind and I am also not exception. So, I am solely responsible for any deficiencies that may have remained in this work.

November,2013

Sunita Paudel

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LIST OF ABBREVIATIONS USED

B.B.I	:	Bankers Blanket Indemnity
B.S.	:	Bikram Sambat
CAR	:	Contractors' All Risk
Engine.	:	Engineering
F.Y.	:	Fiscal Year
G.P.A.	:	Group Personal Accident
M.D.	:	Malicious Damage
Misc.	:	Miscellaneous
R.S.D.	:	Riot Strike Damage
T.U.	:	Tribhuvan University